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Invention: CUSTOMER INFORMATION
CARD GAME
Inventors: GIBBONS, DRIZIN,
KYZR-SHEELEY, LINVILLE,
AND MCALLISTER
Our File No.: P00870-US-00

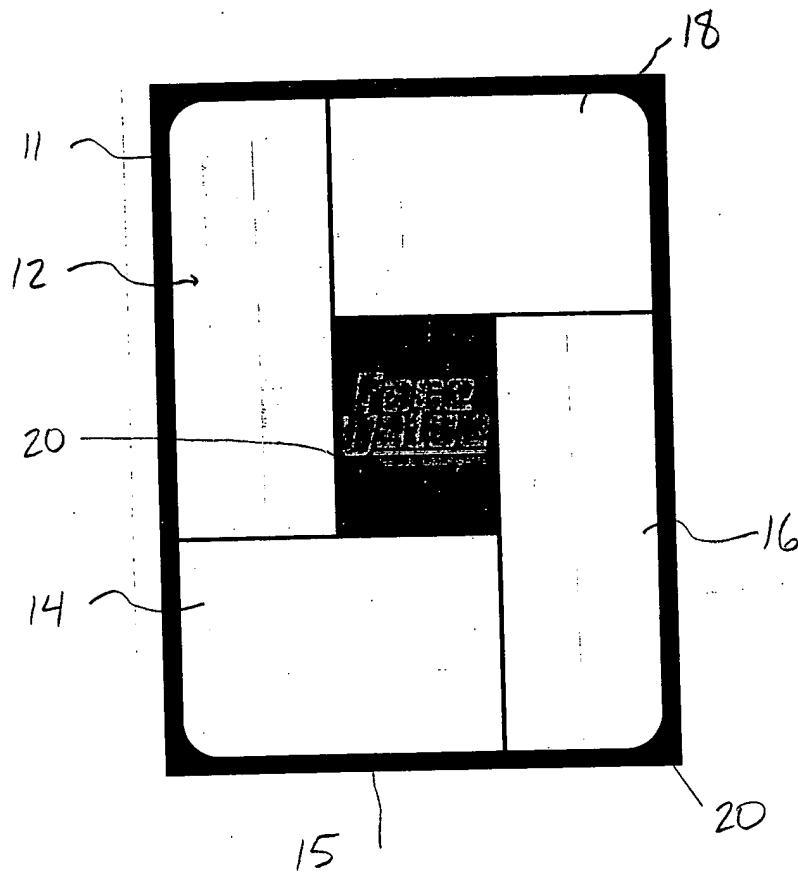


FIG. 1

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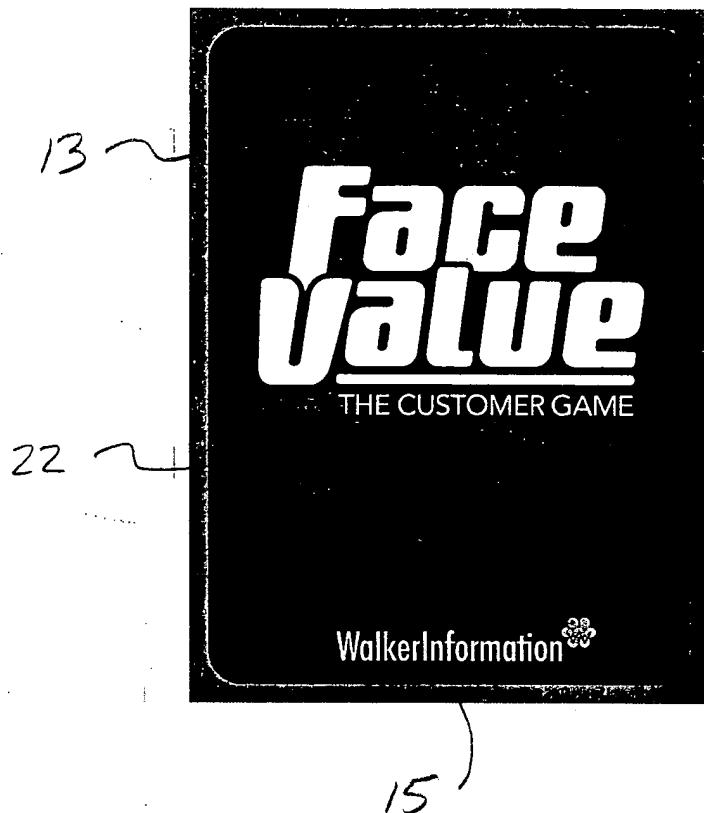


FIG. 2

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Fig 2a

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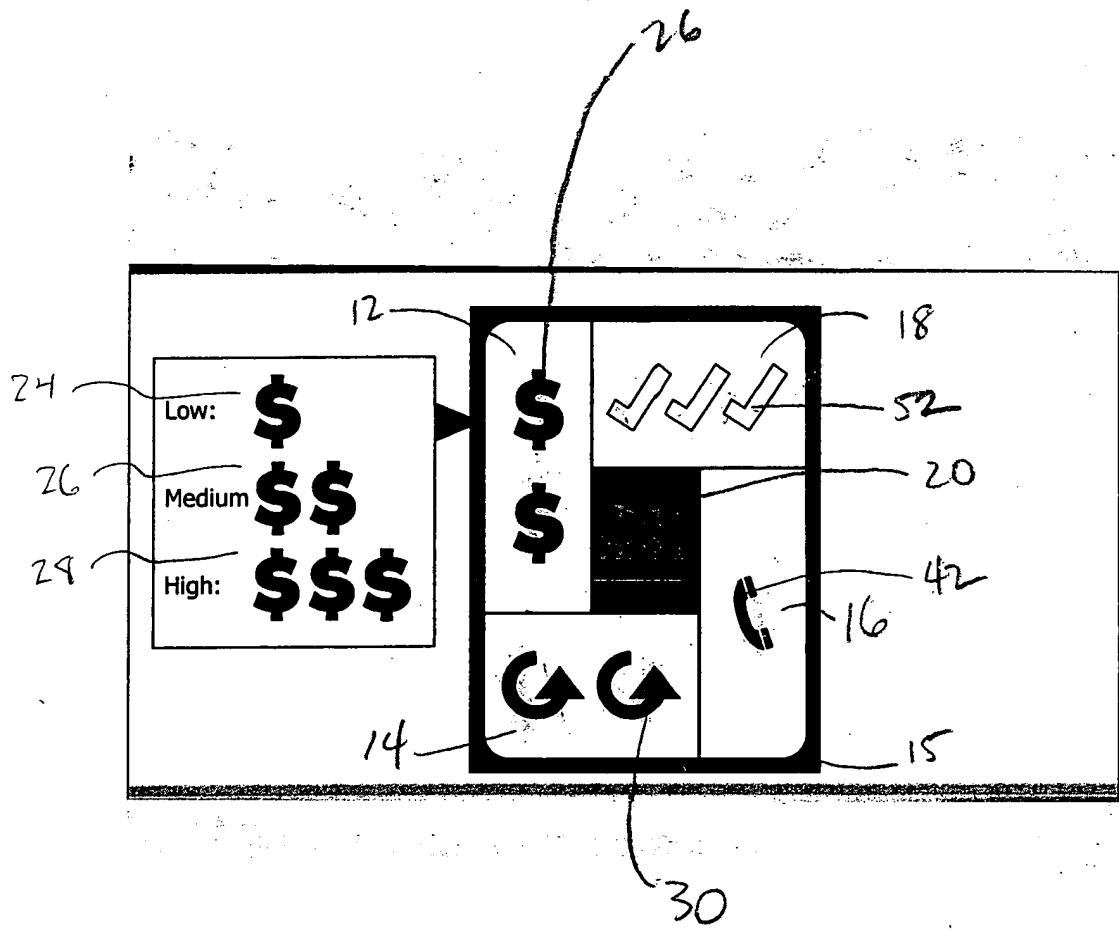


FIG. 3

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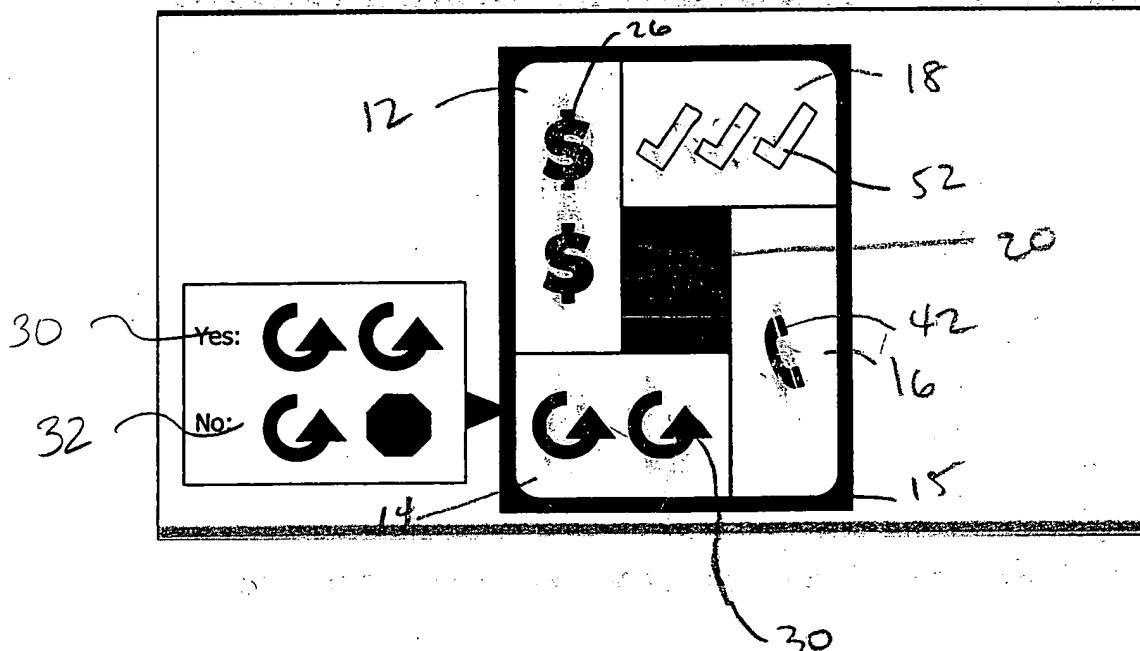


FIG. 4

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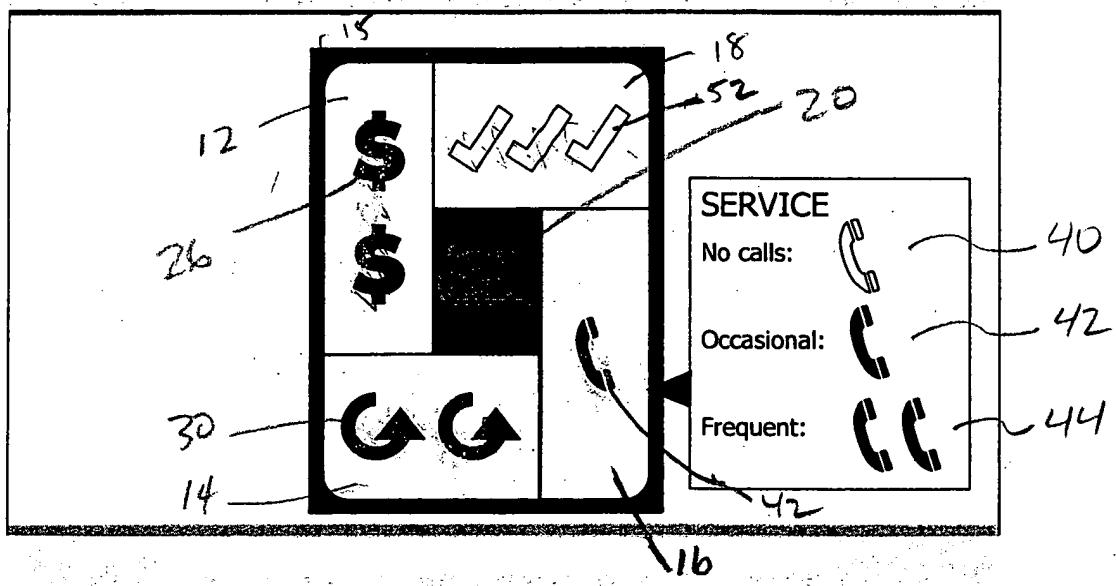


FIG.5

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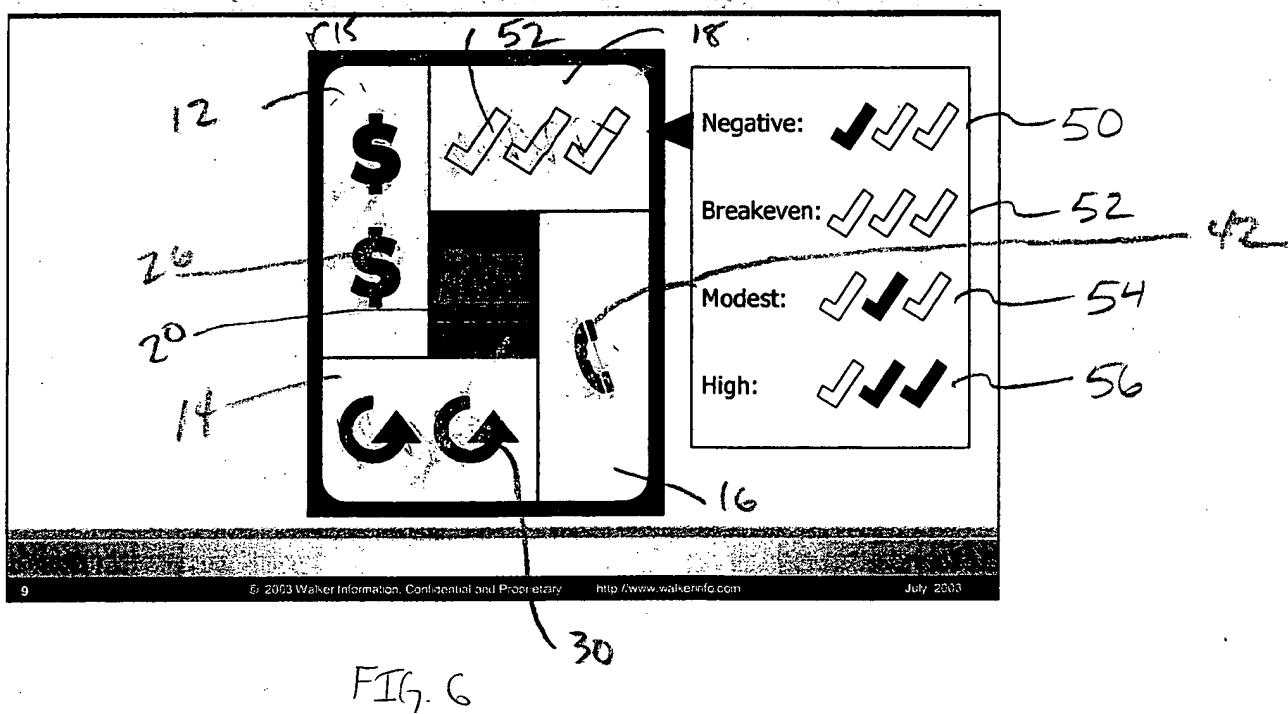


FIG. 6

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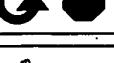
Revenue	Low: 	- One point
Medium: 	- Two points	
High: 	- Three points	
Repurchase	Yes: 	- One point
No: 	- Zero points	
Service	Low: 	- One point
Medium: 	- Two points	
High: 	- One point	

FIG. 7

FaceValue

THE CUSTOMER GAME

St. Louis, MO 63101

205 → **Player:** 1 2 3 4 5

210 → **Revenue** \$ 211 212 213 214 215

220 → **Repurchase** ↗ 221 222 223 224 225

230 → **Service** ☎ 231 232 233 234 235

240 → **TOTAL** 241 242 243 244 245

250 → **© 2003 Walker Information** 251 252 253 254 255

260 → **250** 261 262 263 264 265

FIG. 8

FaceValue

THE CUSTOMER GAME

St. Louis, MO 63101

305 → **Player:** 1 2 3 4 5

310 → **Revenue** \$ 311 312 313 314 315

320 → **Repurchase** ↗ 321 322 323 324 325

330 → **Service** ☎ 331 332 333 334 335

340 → **Profit** ✓✓✓ 341 342 343 344 345

350 → **Loyalty** ■ 351 352 353 354 355

360 → **TOTAL** 361 362 363 364 365

370 → **© 2003 Walker Information** 371 372 373 374 375

380 → **300** 381 382 383 384 385

FIG. 10

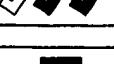
Revenue	Profit
Low:  - One point	Negative:  - Minus one point
Medium:  - Two points	Break-even:  - Zero points
High:  - Three points	Modest:  - One point
Yes:  - One point	High:  - Two points
No:  - Zero points	
Low:  - One point	Truly Loyal:  - Three points
Medium:  - Two points	Accessible:  - One points
High:  - One point	Trapped:  - Two points
	High Risk:  - Zero points

FIG. 9

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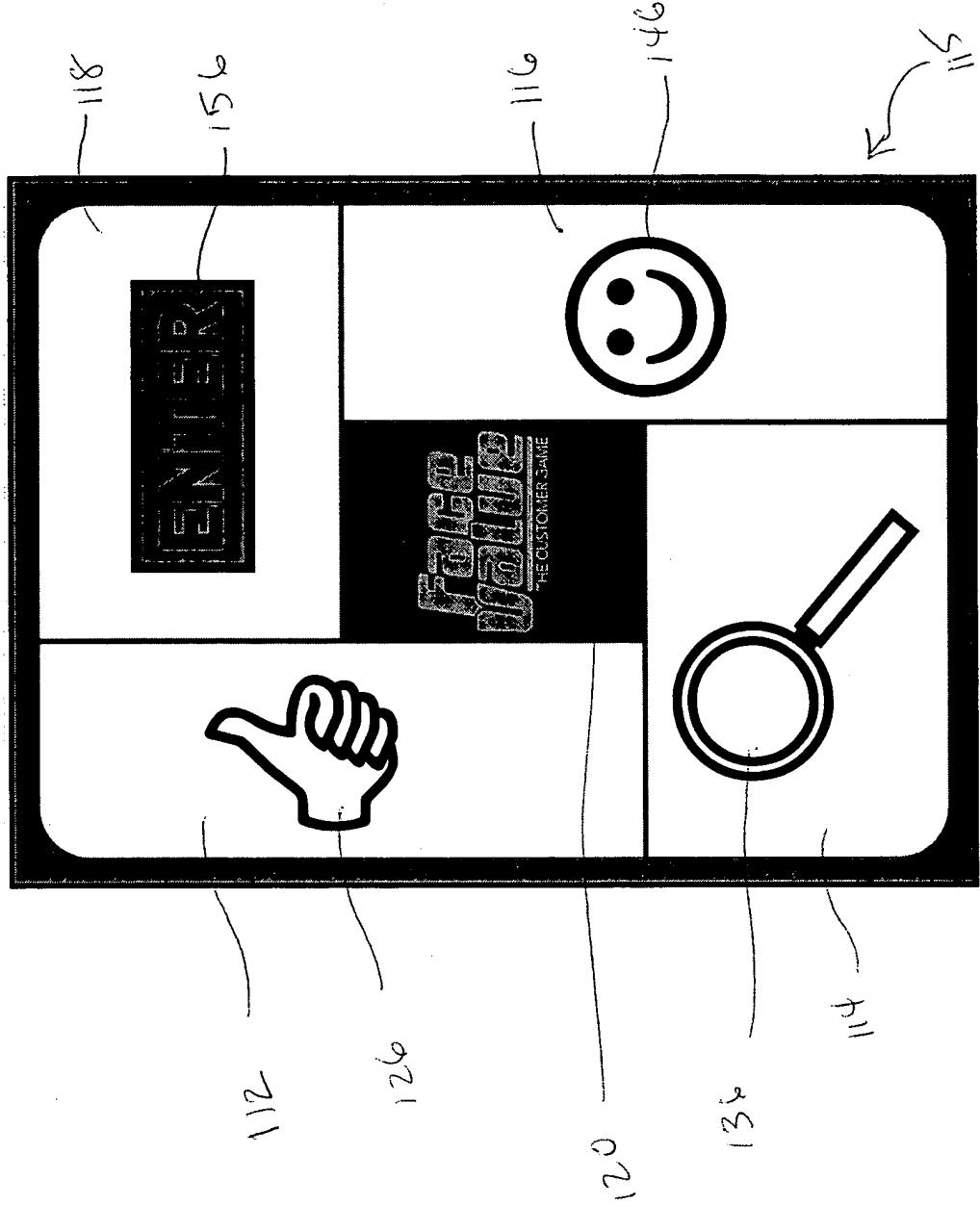


Fig. 11